



# Ravi Kumar Rahul

**~4years of Experience as an SEO Specialist , Data Analyst and Product Researcher**

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## CAREER OBJECTIVE

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Data Analyst & Product Researcher with 4+ years of experience executing data-driven solutions to increase efficiency, accuracy, and utility of internal data processing. Skilled in statistics, machine learning, critical thinking, and data visualization. Certified in Data Science, Machine Learning and programming languages SQL & No SQL, Python and Big Data Tool.

Looking to use my Bachelor of Computer Science to manage Statistical Machine Learning, **Data Analyst, Data Engineers, Database Administrator, Machine Learning Engineer, Data Scientist, Data Architect, Statistician, Business Analyst and Business/Data-related solutions** at your organization.

## PROFILE SUMMARY

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- Achievement-driven professional with an experience of 4+years in Field of Digital Marketing as a CRM, **SEO Analyst and then Data Analyst & Product Researcher.**
- As a **SEO Specialist & Analyst managed 07 Executive's Team.** Responsible Was for **planning, implementing and managing website's overall On-Page & Off-Page SEO strategy**, focused on **Content-Driven SEO, Email Marketing, and Paid-Advertisement** Campaign on different Social Media Channels & Search Engine Platform. Regularly Used **Google Analytic tool** to conduct performance reports regularly.
- As a **Data Analyst & Product Researcher**, Directed end-to-end product development lifecycle in Influencer Marketing Domain. Defined and Actualized the Influencer Dashboard product visions. Consistently followed Product Analyses and Brand Analyses to Drive up sells. Implementing marketing strategies that have pulled in a 32% increase in qualified leads.

## CORE COMPETENCIES

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- Data Science
- Deep Learning
- Artificial Neural Networks
- Computer Vision & Image Processing
- Machine Learning
- Statistical Analysis
- Coding Skills
- Data Visualization/Presentation Skills
- Search Engine Marketing
- SMO (Facebook, Instagram, LinkedIn etc)
- Web Development ( Django + Flask)
- Advertisement Marketing Expert (SEM)
- SEO (On-page & Off-Page)
- Paid-Advertisement Campaigns
- Business Acumen & Analytic

## TECHNICAL SKILLS

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- Experienced in **SEO(On-Page & Off-Page)** optimization. Expert in **SMO, PPC & Paid Advertisement** Campaign.
- Skilled in libraries such as **Keras, Tensorflow, SciKit-learn, Numpy, Pandas, Matplotlib, Seaborn, OpenCV & NLP** for **Data Science**.
- Extensive knowledge of working with **NoSQL databases** like **Mongodb** and **SQL databases** like **MySQL** and **SQL Server**.
- Expert in implementing multi-purpose **Machine Learning Algorithms** end to end mode deployment on Cloud Computer(**AWS, Heroku**)
- Expert in validating the data using **EDA / ETL Techniques: Central Tendency, Dispersion, Quartile/ Percentiles, Standardization** and **Data Visualization**

**Programming Languages:** Python, C, C++, Core Java, HTML, CSS, AJAX, XML JAVASCRIPT, Pandas, Numpy, Matplotlib, Seaborn

**Cloud Computing:** Certified (AWS)

**Databases:** MongoDB, SQL MySQL

**Platforms and Misc:** Anaconda, Jupyter Notebook, Spyder IDE

**Framework:** Django, Flask

**Data Analyses Tool:-** (Microsoft - POWER BI) & (Apache SPARK) & (TABLUER)

## PROFESSIONAL INTERNSHIP

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**Internship Training Experience** of more than **6+ month** Contributor to the **Data Science Community** in **TechVision**.

Started a Course with mentality as an Analytic Mind and become Predictive Mind.

Now I'm not asking questions from data like "how many clicks did this link get?".

Now I'm asking "based on the previous history of links on this publisher's site, can I predict how many people from France will read this in the next three hours?"

**Learned & Explored:** Python Programming, Artificial Intelligence, Machine Learning, Deep Learning, OpenCV, NLP, Automations, FAST API, REST API, DJANGO, FLASK, Cloud Computing(AWS), Apache SPARK, TABLUER, Business Analyses, Business Sense, Gathering Data, Data Preprocessing, Modeling Data, Exploring Data, Feature Engineering, Statistics, Python Libraries, Algorithms, Interpret Data, Predicting Phenomenon.

## PROFESSIONAL EXPERIENCE

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**Accunite Solutions Pvt Ltd, Noida 135, UP**

**Data Analyst & Product Researcher, Sep 2020 – 23<sup>rd</sup> Nov 2020**

*Worked on Prchitects.com product, it is an Influencer Marketing Platform for the In-Video Integration or Video Promotional Campaign with Influencers for Brands & Service Provider.*

- Analyzed Gathered information on competitors, and conduct analysis on their sales, prices and methods of distribution and marketing to thoroughly learn about the competition.
- Assisted Developers to Build Informative Structure and Efficient Platform for Clients in order to give or present Caliber and Lineament Information about Influencers / Brands on Front-End Dashboard.
- Used to Identify the Most Relevant Influencer for Brands, their target audience interest, age group, basically audience profile.
- Used to do Brand Research on the bases of Seasons and Market Trends, Analyzing data using statistics programs, predictive analytic and other data-driven tools
- Assisted Brands with the Creation, Development, and Ongoing Campaign.

- Also used to Scraping Informational Data from Youtube through Python and Beautiful/Selenium Library. Then used to do Data Analyses on that data for recommendation for Influencers Pitch.
- Used to Explore websites, Monitor and forecast marketing/sales trends; highlight opportunities for new initiatives and promotions on YOUTUBE.

**WEBLINKINDIA.NET PVT LTD, Kirti Nagar, New Delhi**  
**SEO Analyst & Asst.TL, Oct 2017 – Aug 2020**

**WeblinkIndia.Net Incepted in 1997 is a leading web design & development company in India. Offering growth solution to businesses across all verticals like (B2B), (B2C), Recruitment, Matrimonial, Real Estate, Travel & Tourism, and Web Design & Development.**

- Used to do website SEO Audit to Review & analyze websites for areas that can be improved and optimized in UX/UI for better Presentation and information.
- Used to prepare detailed strategy reports related ON-PAGE & OFF-PAGE SEO.
- Used to do Keywords Analysis and implemented On-Page and Off-Page jobs on clients' website.Used to build backlinks and referral links, link building campaigns for websites, perform backlink analysis, opportunity identification, solicitation and optimization.
- Managed 07member of SEO Speciality team, correspondingly on daily bases Monitored and Evaluated Google Analytic dashboard and reports in order to develop and recommend SEO strategies.
- Managed day-to-day search marketing activities across multiple search engines including the advertisement campaign planning, budget management, and optimization of paid search campaigns. Worked towards organic search optimization and ROI maximization.

**CONCETRIX IBM DAKSH PVT LTD (AMONG FORTUNE 500 COMPANY), Noida 62, UP**  
**Customer Relationship Manager, Sep 2016 – Apr 2017**

I worked as a CRM in **OYO ROOMS** Process. I was in the International Process for **Malaysia's Clients**. I used to handle **Sales Calls**, and **Client queries** related to **Booked Rooms**.

- Used to take sales calls and arrange rooms in hotels for corporate clients, and address customer doubts to convince them to book rooms in specific locations.
- Used to Monitor the customer service quality maintain contact with clients in order to obtain feedback and discuss opportunities for a future business deal.
- Used to give information about the Booked Rooms and Handled escalated and upset calls maintained and updated the outbound call reports.
- Always falls in Top 10 performer in the achieving target and many times been appreciated with **PRICE & AWARDS**.

## **EDUCATION**

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**SVSU UNIVERSITY**

*Master in Computer Application (MCA), May 2018 - Currently Pursuing*

- 1<sup>st</sup> year result :- 64 %

**MMHU UNIVERSITY**

*Bachelor in Computer Application (BCA), May 2013 - June 2016*

- Final Percentage: 73%

**BBABU UNIVERSITY**

*I. Sc (Intermediate in Science & Math), May 2013*

- Final Percentage: 61%

## **PROFESSIONAL CERTIFICATE**

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- ✓ **Digital Marketing Advance Course : DelhiCourse.in**

- ✓ **The Fundamental of Digital Marketing** ( Google )
- ✓ **Google Analytics** ( Google )
- ✓ **Technical SEO** ( SEMrush )
- ✓ **Data Science and Machine Learning in PYTHON** –TECHVISION Institute ( Tilak Nagar, New Delhi)
- ✓ **SQL and Relational Database 101** ( IBM Developer skills Network )
- ✓ **Machine Learning with Python** ( IBM Developer skills Network )
- ✓ **Python 101 for Data Science** (IBM Developer skills Network )
- ✓ **Engineering: Undergraduate & Masters Virtual Internship Platform** ( Microsoft )
- ✓ **Project Management Essential Tools** – ( Management and Strategy Institute )

## **DATA SCIENCE PROJECTS (GITHUB:- [HTTPS://GITHUB.COM/RKR555](https://github.com/RKR555))**

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- ✓ **Student Marks Prediction**
  - Prediction of Student marks based on Study Time based on various features.
  - Technology:Linear Regression| Python Language
- ✓ **Housing Price Prediction**
  - Prediction of Sale Price of Houses in Bangalore based on various features.
  - Technology:Multiple Regression| Python Language
- ✓ **Loan Prediction**
  - Prediction the Eligibility for Loan based on various features.
  - Technology:Logistic Regression| Python Language
- ✓ **Image Processing: Iris Project**
  - Predict the class of the flower (classification techniques) using trained data/images.
  - Technology:Classification |Python
- ✓ **Recommender Systems in Python**
  - Simple Recommend: Model of simple recommender systems. Offer generalized recommendations to every user, based on movie popularity and/or genre.
  - Technology:Python